

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Michal Jacovi

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Commissioner for Patents  
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**ASSOCIATE POWER OF ATTORNEY**

The undersigned attorney, who has been appointed as an attorney in the combined Declaration and Power of Attorney in the above-identified application, hereby appoints Heidi Brun, Reg. No. 34,504 , BIG Center; 1 Yigal Alon Blvd; Bet Shemesh, 99062; Israel, telephone 972 (2) 633-5021 as attorney to prosecute this application and to transact all business in the Patent and Trademark Office in connection therewith.

Respectfully submitted,

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Date: 29 June 2008  
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